

## JOB DESCRIPTION

<b>Position Title: Marketing &amp; Communications Manager</b>	<b>Overtime Status: Exempt</b>
<b>Reports To: Director of Development</b>	<b># of People Supervised: 0</b>

### POSITION PURPOSE

Responsible for planning, development and implementation of all organizational marketing and communications, both internal and external. Oversees development and implementation of support materials and services for the organization as it relates to marketing, communication and public relations. Coordinates at a tactical and strategic level with other functions within the organization.

### Specific Areas of Responsibility

#### **MARKETING, COMMUNICATIONS AND PUBLIC RELATIONS**

- Create, implement and measure the success of a comprehensive marketing, communications and public relations program that will enhance the organization's image and position within the marketplace and the public.
- Facilitate internal and external communications.
- Execute all organization marketing, communications and public relations activities and materials including print publications/broadcast and digital media, social media, media relations, etc.
- Ensure consistent articulation and use of organization's desired brand, throughout the organization and to all audiences.
- Responsible for editorial direction, design, production and distribution of all organization materials including print and electronic assets.
- Coordinate media interest in the organization and ensure regular contact with target media and appropriate response to media requests.
- Serve as organization's spokesperson with the media.
- Prepare Executive Director and other appointed media representatives for media interviews and appearances.
- Oversee regular and relevant market research. Monitor trends.
- Lead projects as assigned, such as cause-related marketing and special events and campaigns.
- Create and implement social media and digital marketing strategy to include content calendar and management of responses.
- Manage and update the organization's website.
- Generate media exposure through community relationships, maximizing pro-bono opportunities where able.
- Communicate the organization's impact by gathering stories from educators, donors, volunteers and other community stakeholders. Share stories through blog and other channels.
- Provide leadership and oversight to all critical marketing, communications and public relations processes.

#### **PLANNING AND BUDGETING**

- Responsible for the achievement of marketing/communications/public relations mission, goals and objectives.
- Ensure that evaluation systems are in place related to these goals and objectives and report progress to the Director of Development.
- Develop short- and long-term plans and budgets for the marketing/communications/public relations program and its activities, monitor progress, assure adherence and evaluate performance.
- Recommend short- and long-term Organization goals and objectives.
- Develop, implement and monitor systems and procedures necessary to the smooth operation of the marketing/communications/public relations function.
- Keep informed of developments in the fields of marketing, communications and public relations, as well as the education community and use this information to help the organization operate with initiative and innovation.

#### **OTHER**

- Produce and analyze data and reports as needed for the Management Team and Board of Directors.
- Participate, lead (when necessary) and attend community and agency-appropriate meetings.
- Provide leadership and direction to the Marketing Committee.
- Other duties as assigned.

Critical Job Specific Competencies	High Performance Indicators
<b>COMMUNICATION &amp; INTERPERSONAL SKILLS</b>	Demonstrates excellent oral and written communications skills. Organizes and expresses ideas and information clearly, using appropriate, efficient and innovative methods of conveying the information. Is sensitive to the needs, feelings and capabilities of others. Approaches others in a non-threatening and pleasant manner and treats them with respect. Expresses alternative points of view in a non-threatening way. Participates in tasks to assist others in agency projects or events; Maintains a harmonious atmosphere and relationships with other agency personnel.
<b>TEAMWORK</b>	Works on projects as part of a team, exchanging ideas and contributing skills that complement those of the other team members. Fulfills commitments to team members.
<b>INITIATIVE &amp; SELF-DEVELOPMENT</b>	Strives to learn and improve. Seeks out ways to better themselves and the company. Takes on responsibilities. Does not remain idle – is hard working and self-motivated. Pushes self for results; sets clear objectives and measures; monitors process and progress. Seeks professional development.
<b>CONTINUOUS QUALITY &amp; PERFORMANCE IMPROVEMENT</b>	Able to encourage team members to share ideas that lead to improvement; minimize barriers to accomplishing the team's work; monitor process for quality and efficiency issues that become targets for improvement; establish measures / benchmarks to track performance.
<b>DECISIVENESS &amp; JUDGEMENT</b>	Able to consider both the short- and long-term impact of decisions; plan for how the consequences of decisions affect the team. Able to establish resources and/or processes to gather information/data for problem solving or analysis; create an environment that supports cross-functional analysis and problem solving; ensure that organization-level decisions are based on data and sound reasoning.
<b>FLEXIBILITY &amp; ACHIEVING CHANGE</b>	Able to help others overcome their resistance to change; gain others' willing participation for change initiatives; help others translate new change goals into practical implementation steps and adapt to change without disruption of productivity. Able to pursue and generate innovative ideas that further the group or team's goals and foster an environment that encourages innovation.
<b>GETS RESULTS</b>	Able to create an environment of accountability for meeting agreed upon expectations; eliminate barriers to group performance; lead/champion efforts that increase productivity and goal accomplishment throughout the group or team.
<b>STRATEGIC ALIGNMENT</b>	Able to ensure that all systems are aligned toward achieving strategic goals; continually communicate and reinforce the highest priority initiatives to keep the group focused on the right things.

<b>AGENCY ADVOCACY</b>	Recognizes and promotes the needs of the organization through one-to-one meetings and other communication tools. Represents the agency in a positive manner; Actively assist in a sufficient number of agency events encouraging a team atmosphere.
<b>VALUING DIVERSITY</b>	Able to communicate internally and externally that diversity/inclusion is an integral part of how our organization does business.
<b>PROFESSIONAL ETHICS</b>	Arrives to work on time; is accountable for whereabouts; consistent attendance; timely lunch hours; on time to meetings; Exhibits positive verbal and nonverbal communication; Exhibits professional dress and speech; adheres to the agency's policy of confidentiality.

<b>QUALIFICATIONS</b>	
<p><b>Required:</b></p> <ul style="list-style-type: none"> <li>• Bachelor's degree in Marketing, Public Relations, Communications, Journalism or English.</li> <li>• Proven track record with a minimum of 3 years of experience in a related field.</li> <li>• Demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations activities to include media relations, social media and digital marketing.</li> <li>• Strong creative, strategic, analytical, organizational and interpersonal skills.</li> <li>• Experience developing and managing budgets.</li> <li>• Demonstrated successful experience writing press releases, making presentations and working with media.</li> <li>• Experience overseeing the design and production of print materials and publications.</li> <li>• Proficiency in Microsoft Office Suite, Adobe Creative Suite and WordPress.</li> <li>• Experience in video production</li> <li>• Commitment to working with shared leadership and in cross-functional teams.</li> <li>• Strong oral and written communications skills.</li> <li>• Ability to manage multiple projects at a time and to meet associated deadlines.</li> <li>• An entrepreneurial spirit and a commitment to excellence with a bias for action.</li> </ul> <p><b>Preferred:</b></p> <ul style="list-style-type: none"> <li>• Strong network of community connections to include local and regional media.</li> <li>• Direct experience with non-profit communication, marketing and public relations.</li> <li>• Direct experience with special event speaker preparation to include the organization's clients, employees and volunteers.</li> <li>• Experience in Raisers Edge Online Express and photography a plus.</li> </ul>	

<b>SKILLS AND KNOWLEDGE</b>		
	<b>Required</b>	<b>Preferred</b>
Ability to communicate in English, both orally and in writing	<b>X</b>	
Standard office equipment (phone, fax, copier, scanner, voice mail, email)	<b>X</b>	
Demonstrated ability to quickly learn	<b>X</b>	
Sensitive to working with confidential information	<b>X</b>	
Good organizational and time management skills	<b>X</b>	
Self –motivated and able to work independently	<b>X</b>	
Professional manner and good interpersonal skills	<b>X</b>	

Proven ability to thrive in a team environment							X	
Ability to analyze data							X	
Possess superior problem-solving capabilities							X	
Solid understanding of business process and workflow							X	
Must work with a high degree of accuracy and attention to detail in a fast paced, changing environment with multiple deadlines and pressures; must have professional maturity to respond to urgent matters and/or crisis situations, as needed.							X	
Must have a passion for Classroom Central's work with a genuine commitment to understanding and fulfilling the agency's mission.							X	
Demonstrated ability to make presentations that move people to action							X	
MS Outlook	Basic		Intermediate	X	Advanced		X	
MS Word	Basic		Intermediate	X	Advanced		X	
MS Excel:	Basic		Intermediate	X	Advanced		X	
MS PowerPoint:	Basic		Intermediate	X	Advanced		X	
Adobe Creative Suite (InDesign, Illustrator, Photoshop)	Basic		Intermediate	X	Advanced		X	
WordPress	Basic		Intermediate	X	Advanced		X	
General photography and videography	Basic	X	Intermediate		Advanced		X	

#### WORK ENVIRONMENT/PHYSICAL REQUIREMENTS

(Describe any specific work place conditions and/or physical abilities that are related to and/or required by this job)

Minimal physical requirements to include walking, standing, sitting at work station; normal office environment.

#### Equal Employment Opportunity

Classroom Central provides equal employment opportunities to all qualified individuals without regard to race, creed, color, religion, national origin, age, sex, marital status, sexual orientation, or non-disqualifying physical or mental handicap or disability.

#### Americans with Disabilities Act

Applicants as well as employees who are or become disabled must be able to perform the essential duties & responsibilities either unaided or with reasonable accommodation. The organization shall determine reasonable accommodation on a case-by-case basis in accordance with applicable law.

#### Job Responsibilities

The following statements reflect the general duties, responsibilities and competencies considered necessary to perform the essential duties & responsibilities of the job and should not be considered as a detailed description of all the work requirements of the position. Classroom Central may change the specific job duties with or without prior notice based on the needs of the organization.

**To apply please submit a resume, salary history and cover letter explaining why you are the best fit for the position to [humanresources@classroomcentral.org](mailto:humanresources@classroomcentral.org). Optional: Provide sample marketing plan or project. Please no phone calls.**